CHARGE NUMBER: 4015

PROJECT TITLE: NEW PRODUCT DEVELOPMENT

PROJECT LEADER: W. G. HOUCK, JR.

PERIOD COVERED: NOVEMBER, 1985

I. Project DATA

Objective:

To develop an adjustable tar cigarette product.

Status:

DATA test market of Concord Regular and Menthol 85's is in progress.
Completed making of Merit Select prototypes with different blends.
Made initial prototypes from Concord 100mm Maker.

Plans:

Product Optimization	Ongoing
Process Optimization	Ongoing
100mm Test Market	Feb., 1986
Test merit Select Prototypes	Jan., 1986

II. Project Fresh

Objective:

To develop 12 and 16 mg versions of a free-standing menthol product with special packaging for "freshness" perception.

Status:

Completed initial models at 12mg with four flavor systems on High Lamina blend.
Developing additional models (12 and 16 mg) on new "menthol" blend from Blend Development group.

Plans:

Model Development	Dec. '85/Jan. '86
Consumer Testing	1st Qtr., 1986

III. Players Lights 25's

Objective:

To develop a 10mg tar 85mm and a 12mg tar 100mm cigarette in both Regular and Menthol to be sold as a value entry product with 25 cigarettes per pack.

2000829634

Source: https://www.industrydocuments.ucsf.edu/docs/ykfm0000

Players Lights 25's Cont'd

Status:

Production of both regular and menthol is in progress for national introduction.

Plans:

National Introduction January, 1986

IV. Cambridge Lights 20's

Objective:

To develop a 12mg tar 85 and 100mm value entry product in both Regular and Menthol to compete against Doral.

Status:

Cigarette specifications were finalized with mentholated foil being considered for this product. Test market is scheduled for February 3, 1986 in Denver and Des Moines.

Plans:

Production Start-Up	December 9, 1985
Test Market	February 3, 1986

VI. Project Bristol

Objective:

To develop an 85 and 100 mm generic cigarette in both Regular and Menthol.

Status:

Several models were produced at the request of N.Y. Marketing for field sampling. Nonmenthol cigarettes were produced at two tar levels, 12 and 16 mg, and in both 85 and 100 mm configurations.

Plans:

Low cost blends and the foamed binder technology are being investigated for this program.

2000829635

/adv

W. G. Houck

W. G. Houck, Jr.

Source: https://www.industrydocuments.ucsf.edu/docs/ykfm0000